

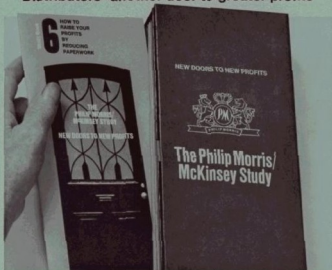
LEO BURNETT COMPANY, Inc.

Ad No. 470—Reg. No. 5,129—Page, B&W—7x10 in. — Tobacco Trade, 1970 (Book No. 6) (A)

Printed in U.S.A.

"Raise Your Profits by Reducing Paper Work"

Philip Morris/McKinsey Study for Tobacco
Distributors—another door to greater profits



Today, every industry is plagued with cumbersome profit-robbing paper work. In the tobacco distributing business, Philip Morris has done something about it and is passing the information on to you in "How to Raise Your Profits by Reducing Paper Work." One of the key points that this booklet makes is that handling and rehandling the paper work runs up the costs. Then, too, this excessive handling opens up the way for clerical errors, which robs even more profits.

This is just one of many new profit-building booklets that are available from Philip Morris

as a result of the McKinsey Study. To get more information, call your Philip Morris Area Manager—Distributor Sales today, or write Philip Morris U.S.A., Dept. B, 100 Park Ave., New York, N.Y. 10017.

ANOTHER SYSTEM SELLING SERVICE FROM

**Philip Morris
U.S.A.**

